

A STUDY ON
“IMPACT OF SALES PROMOTION”
With reference to
GM Cables and Switches PVT.LTD,

*A project report submitted to the
Department of Commerce*

P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE
In partial fulfilment of the requirement for the award of the degree of
BACHELOR OF COMMERCE

Submitted by
PRIYAL JAIN
202645

Under the Guidance of
Sri. BURRA PHANI KRISHNA
M.Com., M.Phil., LLB, PhD
Asst. Professor
Department of Commerce



P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE
An Autonomous College Accredited to “A+” by NAAC
(Affiliated to KRISHNA UNIVERSITY, Machilipatnam)
VIJAYAWADA
2020 - 2023

P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE
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CERTIFICATE

This is to certify that this project work titled "**A STUDY ON IMPACT OF SALES PROMOTION WITH REFERENCE TO GM Cables and Switches PVT. Ltd.**" is a bonafide work done by **PRIYAL JAIN (202645)** under my guidance and supervision in partial fulfilment of the requirement for the award of the Degree of Bachelor of Commerce in **P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE**, Vijayawada, Affiliated to **Krishna University, Machilipatnam**, during the academic year 2020 - 2023.

Sri. BURRA PHANI KRISHNA
Asst. Prof & Project Guide

KONA NARAYANA RAO
Head of the Department
External Examiner

Head, Dept. of Commerce
P.B. Siddhartha College of
Arts & Science, VIJAYAWADA

Internship Certificate

This is to certify that Ms. PRIYAL JAIN, Roll No. 202645 pursuing Bachelor in B.Com Business Process Management in P.B. Siddhartha College of Arts & Science, Vijayawada has successfully completed her Project Work from 30-01-2023 to 06-05-2023 in the field of Impact of Sales Promotion on Buying.

During this period of his Project work Programme with us she was found hardworking and committed.

With best wishes.

Place: Vijayawada
Date: 09-05-2023



For GM CABLES & SWITCHES Pvt. Ltd.

Authorised Signatory

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